

REPORT

DATE: January 6, 2005

TO: Administration Committee and Regional Council

FROM: Cheryl Collier, Communications Supervisor, Government and Public Affairs (213) 236-1942, collier@scag.ca.gov

SUBJECT: New Member Benefits Brochure

EXECUTIVE DIRECTOR'S APPROVAL:



RECOMMENDED ACTION:

Approve use of \$3,500 from the General Fund for the production of a new Member Benefits brochure.

BACKGROUND:

SCAG does not have a Member Benefits brochure. A brochure outlining all the valuable benefits to membership would be invaluable not only to existing members but also to prospective new members. This visually-attractive piece will include the following sections: Every Member is Important, Helping to Resolve Regional Challenges, Making Your Voice Heard, Many Ways to Participate and Contribute, More Clout in Sacramento and Washington, Valuable Information to Help Decision-Making, Assistance in Achieving Local Objectives, Special Privileges, Free Media Training, and Good Value for the Money. Given this brochure is a promotional piece for the Association, we are prohibited from producing it using Federal Funds.

FISCAL IMPACT:

Funding is available from the RC Special Projects General Fund Budget. Funds in the amount of \$9,200 were transferred from the General Fund Line of Credit Interest budget to RC Special Projects to cover this and the 2005 California Federal Delegation Reception. These funds plus \$1,800 already available cover these requests. Please see attached spreadsheet.



General Fund
RC Special Projects Line Item Budget
January 6, 2005

RC Special Projects	\$49,000
Transfer Funds to Travel for China Trip	(\$4,000)
Transfer Funds to RC General Assembly	(\$5,000)
Transfer Funds from Line of Credit Interest Costs	\$9,200
Return Funds from China Trip (Paid by FRA)	\$4,000
Remaining Budget	\$53,200
Co-Sponsorship of UCLA's Extension Public Policy Program 2004 Arrowhead Symposium	(\$8,000)
Co-Sponsorship of Rail-Volution Conference	(\$5,000)
Co-Sponsorship of So. California's Leadership Class XV Tuition, Luncheon, & Graduation	(\$12,500)
Sponsorship of 3 rd Annual Inland Empire Transportation & Logistics Summit	(\$500)
Legislative Drafting (Approved June 2004)	(\$7,000)
Tribal Summit	(\$200)
Peer Review Program (January – June 2005)	(\$2,500)
Sponsorship Clean Cities Conference & Expo	(\$2,500)
Production Costs for New Members Benefits Brochure	(\$3,500)
Sponsorship of 2005 California Federal Delegation Reception	(\$5,500)
January/ February China Trip	(\$4,000)
Balance as of December 2, 2004	\$2,000